



ASSESSMENT FOR SUSTAINABLE TOURISM

MODULE 4

Handout 4.8

1 - Natural Attractions

Instructions: Describe what is unique about the natural attractions in your MPA of the ETPS. Try to be specific and avoid general descriptions such as “the tropical seascape.”

Note: The last column asks that you choose potential market “draw.” This means the type of visitation (length of stay) an attraction may draw and may be modified based on major markets in the destination.

NATURAL ATTRATIONS Name, Description, and Current Draw	DESCRIBE LOCATION (distance from central point or use GPS)	EASE OF ACCESS (from main entry way)	DESCRIBE POTENTIAL USES	ENVIRONMENTAL FRAGILITY (i.e. endangered spe- cies nesting area, rare plant, water source, over-crowding, waste mgmt)	SOCIO-CULTURAL CONCERNS (i.e. traditional uses and beliefs, taboos, potential disruption, land-tenure issues)	CHOOSE POTENTIAL MARKET DRAW
# ____		Easy (up to 1 hr walk) Moderate (hills, 1-2hrs) Difficult (steep climbs, 2+hrs)				Day Trip Weekender Long-Stay
# ____		Easy Moderate Difficult				Day Trip Weekender Long-Stay
# ____		Easy Moderate Difficult				Day Trip Weekender Long-Stay
# ____		Easy Moderate Difficult				Day Trip Weekender Long-Stay



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2 - Cultural Attractions

Instructions: When describing cultural attractions, express what is unique about the attractions and try to avoid general attraction descriptions such as “story telling.”

CULTURAL ATTRactions Name, Description, and Current Draw	LOCATION AND TIMING (when and how often)	DESCRIBE POTENTIAL ACTIVITIES	ENVIRONMENTAL FRAGILITY (i.e. endangered species nesting area, rare plant, water source, over- crowding, waste mgmt)	SOCIO-CULTURAL CONCERNS (i.e. traditional uses and beliefs, taboos, potential disruption, land-tenure issues)	CHOOSE POTENTIAL MARKET DRAW
# ____					Day Trip Weekender Long-Stay
# ____					Day Trip Weekender Long-Stay
# ____					Day Trip Weekender Long-Stay
# ____					Day Trip Weekender Long-Stay



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3 - Historical and Heritage Attractions

Instructions: When describing historical and heritage attractions, express what is unique about them and try to avoid general attraction descriptions such as “monument.”

HERITAGE AND HISTORIC ATTRACTIONS Name, Description, and Current Draw (historical context)	DESCRIBE LOCATION AND ACCESS (distance from central point or use GPS)	DESCRIBE CONDITION OR RENOVATION WORK REQUIRED TO ACCOMMODATE VISITORS.	ENVIRONMENTAL FRAGILITY (i.e. endangered species nesting area, rare plant, water source, over-crowding, waste mgmt)	SOCIO-CULTURAL CONCERNS (i.e. traditional uses and beliefs, taboos, potential disruption, land-tenure issues)	CHOOSE POTENTIAL MARKET DRAW
# ____					Day Trip Weekender Long-Stay
# ____					Day Trip Weekender Long-Stay
# ____					Day Trip Weekender Long-Stay
# ____					Day Trip Weekender Long-Stay



4 - Recreational Activities

Instructions: Describe what is unique about potential activities. Avoid general activity descriptions such as “hiking.”

RECREATIONAL ACTIVITIES Name, Description, and Current Draw	DESCRIBE BEST AREAS FOR ACTIVITIES TO TAKE PLACE	LEVEL OF DIFFICULTY	PRODUCT DEVELOPMENT NEEDS	ENVIRONMENTAL FRAGILITY (i.e. endangered species nesting area, rare plant, water source, over-crowding, waste mgmt)	SOCIO-CULTURAL CONCERNS (i.e. traditional uses and beliefs, taboos, potential disruption, land-tenure issues)	CHOOSE POTENTIAL MARKET DRAW
# ____		Easy (up to 1 hr walk) Moderate (hills, 1-2hrs) Difficult (steep climbs, 2+hrs)				Day Trip Weekender Long-Stay
# ____		Easy Moderate Difficult				Day Trip Weekender Long-Stay
# ____		Easy Moderate Difficult				Day Trip Weekender Long-Stay
# ____		Easy Moderate Difficult				Day Trip Weekender Long-Stay



Inventory Evaluation Sheet

Instructions: For each attraction please refer to the list in the left hand column and rate each item 1-5, five being the most positive rating. Then add up the ratings for each attraction and total them in the designated box.

	ATTRACTION #1	ATTRACTION #2	ATTRACTION #3	ATTRACTION #4
SCENIC VALUE				
BIODIVERSITY				
CULTURAL VALUE				
HISTORICAL VALUE				
USES AND ACTIVITIES				
COMMUNITY PARTICIPATION				
SITE CONTROL				
ACCESS				
PRODUCT DEVELOPMENT				
TOTALS				
NOTES				

(Source: Gutierrez, Eileen, Kristin Lamoureux, Seleni Matus, Kaddu Sebunya. 2005. *Linking Communities, Tourism, & Conservation: A Tourism Assessment Process - Tools and Worksheets*. Conservation International and the George Washington University.)